

THE FUTURE IS FLEXIBLE

Presented by
Michael Back,  HONK Founder & CEO

Who we are. What we do.



FOUNDED | 2013



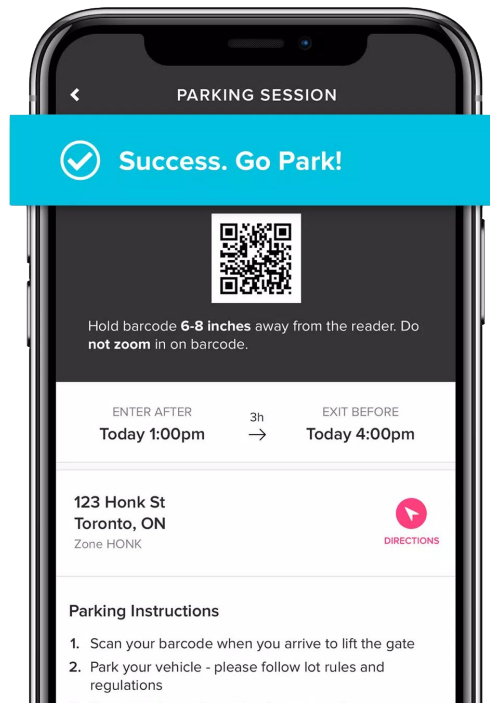
GEOGRAPHY | US & Canada



OPERATING IN | 150+ cities

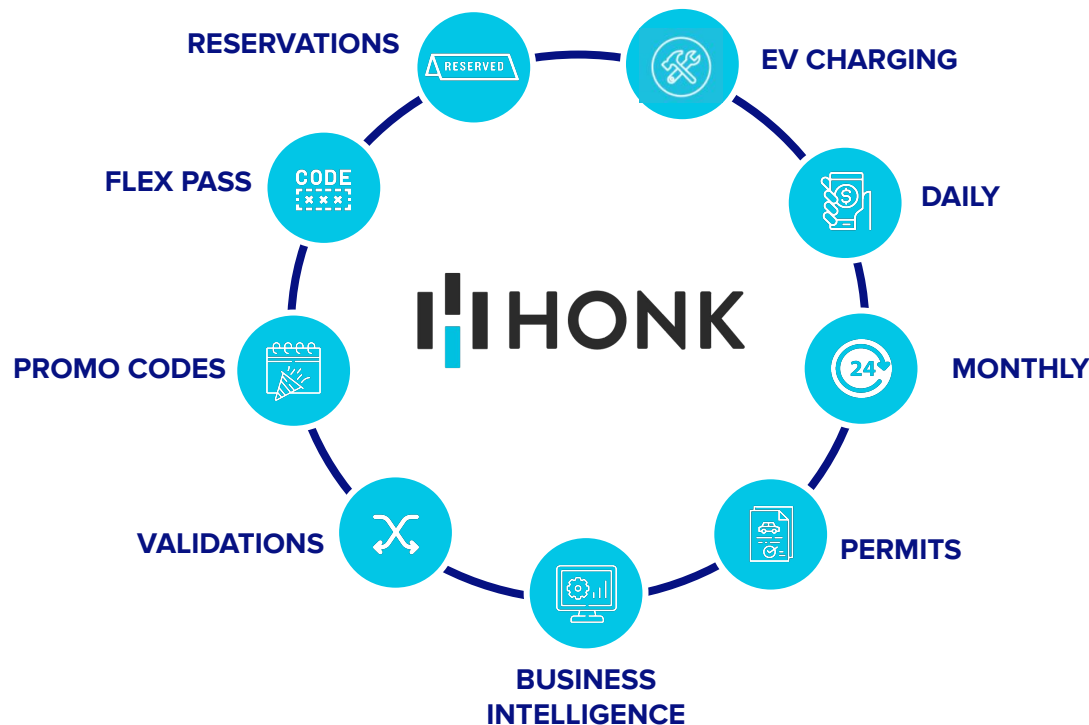


CLIENTS | 900+ private operators, cities, colleges & universities

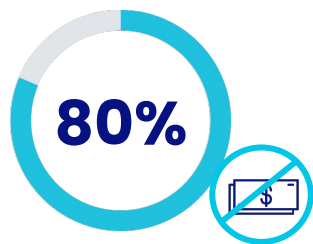


Who we are. **What we do.**

Unattended payment technology for parking & mobility.



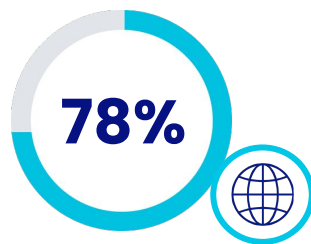
Trends in consumer behaviour: Payment



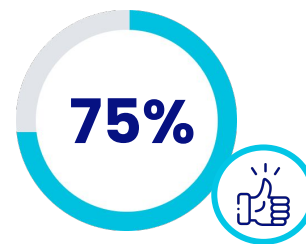
Of contactless transactions are under US\$25 (a range typically dominated by cash)



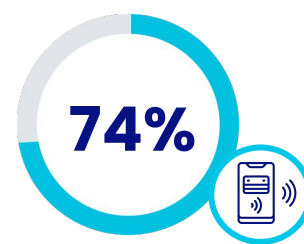
Overall usage of contactless payments grown in the US since March 2019



Of consumers globally made changes to the way they pay in the wake of COVID



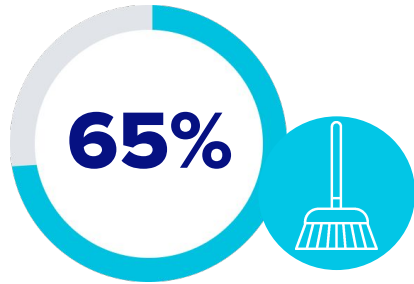
Prefer contactless over other forms of payment



Continue to use contactless post-pandemic

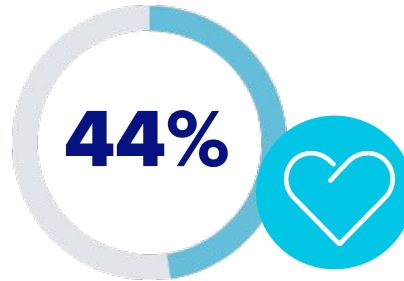
Meeting the customer where they are.

Contact-free. Clean. Changing. Convenience.



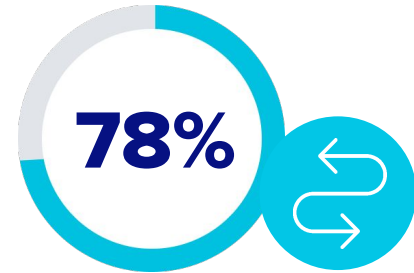
of US consumers **worry**
about the cleanliness of
self-service screens.

AMERICAN
EXPRESS



of consumers will abandon
buying something if they're not
able to use their **preferred**
payment method.

BARCLAYS



of global consumers have
changed the way they
pay for goods & services in
the wake of the pandemic.

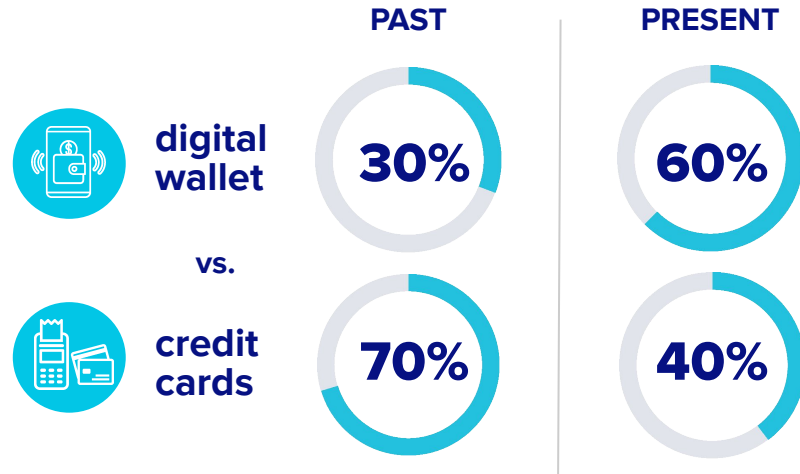
VISA



Qu bec cit  2022
CONFERENCE & TRADE SHOW OCT 16-19

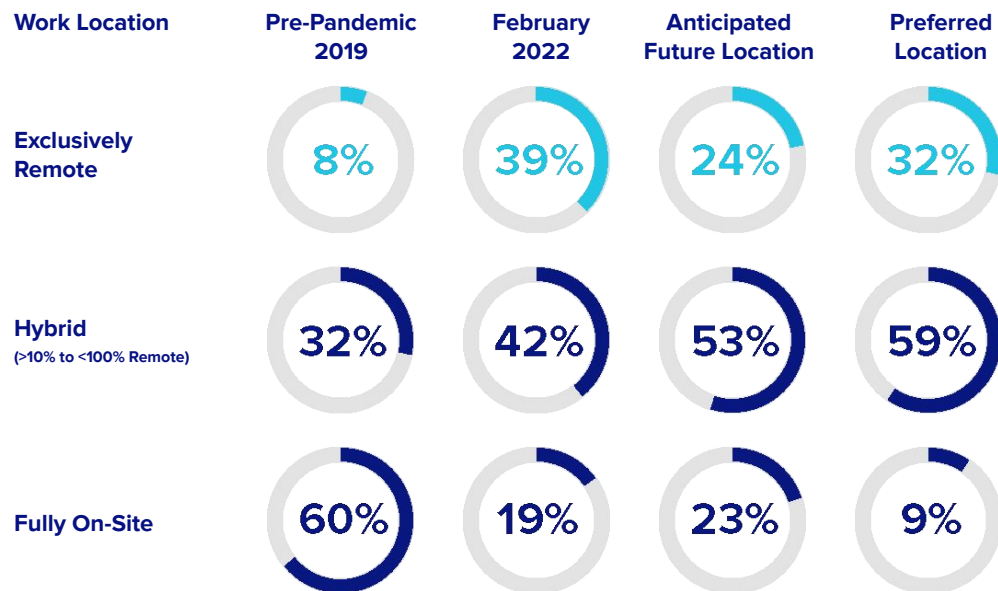
Digital wallet usage is on the up & up.

In the last 18 months, Apple Pay, Google Pay & PayPal adoption has grown significantly **on the HONK platform:**



Back to Work (ish)

CURRENT AND ANTICIPATED EMPLOYEE WORK LOCATIONS FOR REMOTE-CAPABLE JOBS



GALLUP

HYBRID WORKERS WANT PARKING OPTIONS THAT ARE:



FLEXIBLE



PRICE SENSITIVE



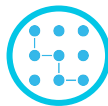
CONVENIENT

The current hybrid reality.

Brave New World of Uncertainty.



Fluid



Still learning



Undetermined

- Property managers asking operators how to deal with this fluid new normal.
- Different geographies are **bouncing back at different speeds and rates** than others.
- Need to partner with a technology partner who can **innovate, respond** and **pivot** quickly.

FlexPass: Flexible, Digital, Parking Pass

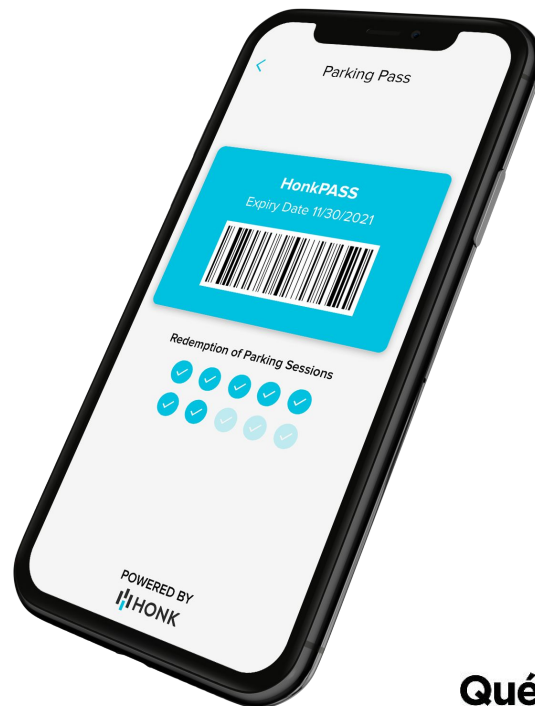
The sweet spot in-between daily and monthly parking.

Complete freedom & control. You set:

- PRICE OF THE PASS
- THE AMOUNT OF REDEMPTION DAYS
- HOW LONG IS THE PASS VALID FOR
- WHAT DAYS OF THE WEEK THE PASS CAN BE REDEEMED

Breakage:

- YOU DON'T USE IT, YOU LOSE IT.



Why operators love FLEXPASS



**GENERATE
UPFRONT
REVENUE**



**SAVE ON
LABOR COSTS**



FLEXPASS



**INCREASE
COMPLIANCE**



**SAVE ON
CREDIT CARD
PROCESSING FEES**



Why parkers love FLEXPASS

Use cases:

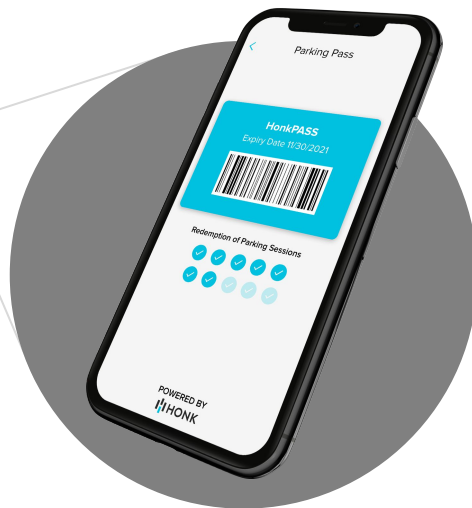
FLEXPASS, EVENTS PACK (SPORTS GAMES), SEASON PASS, VISITOR PASS



**DISCOUNTED
PRICING**



**SAFE &
CONTACTLESS**



FLEXPASS



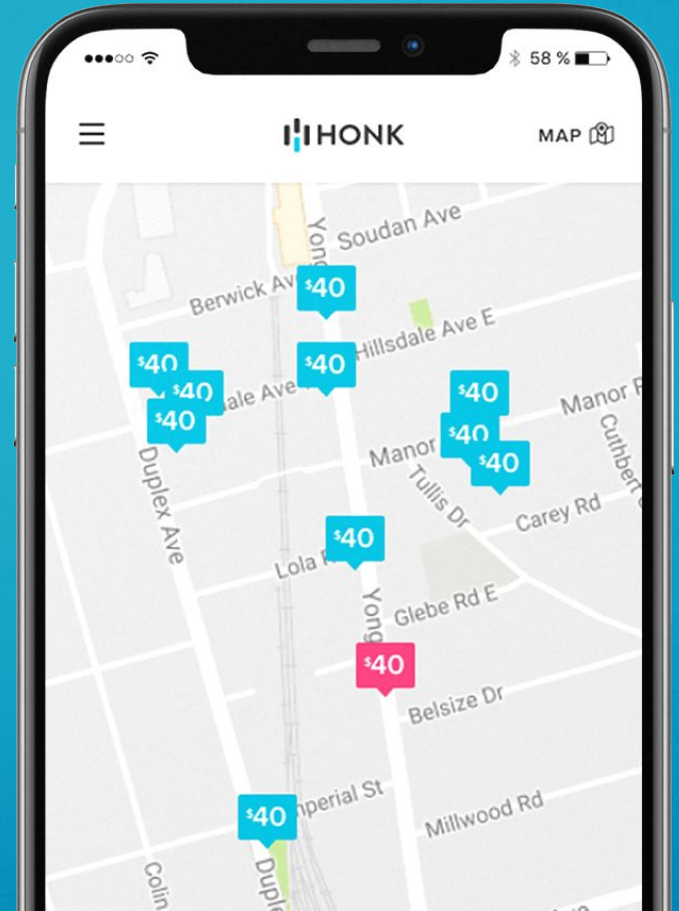
**PAY UPFRONT -
BUDGETING**



CONVENIENCE



CASE STUDIES



Campus – Hybrid Students

Higher education institutions are moving toward delivery of hybrid services

“Is your institution considering implementing hybrid services outside the classroom, such as career services, advising, counseling, telemedicine, or other campus life activities?”

Yes, and we are already engaged in this quite a bit

59%

Yes, and we are engaged in this to some extent

29%

No, but actively planning

6%

No, but considering

No, not on radar

No decided not to

6%



**POST COVID RETURN TO SCHOOL
ON IRREGULAR SCHEDULES**



**PROVIDING VALUE TO STUDENTS
WHO ARE COMING BACK TO SCHOOL
ON A SEMI REGULAR BASIS BUT
DON'T NEED A FULL SEMESTER**

RESULT

SOLD OUT WITHIN 24 HR(!)



Campus – Special, Hidden Faculty Passes

Challenge:

Sought special parking rates that were only accessible for faculty & staff.

- Criteria: Simple, digital, straightforward process.

Solution: HONKPASS

- Special login only accessible for faculty & staff



Hybrid Work – Here to Stay

What: Residential and business towers and gated garages for people returning to work 2-3 days/week

Challenge: Looking for an attractive alternative to daily & monthly parking

Solution: HONKPASS

- Operator set up rates, sessions, expiry to uniquely meet the needs of the residential and business towers
- **7.5% breakage**
(Breakage = expired, unused paid parking sessions)



Commuter Parking

COMMUTING 2-3X A WEEK



PLAN AHEAD



ROUTINE



CONVENIENCE



COST EFFECTIVE



Questions & Answers





Thank You!